

QUALCOMM STADIUM ADVISORY BOARD

Minutes of Regular Scheduled Meeting

APPROVED MINUTES

Thursday, November 9, 2006
Stadium Administrative Offices, Suite L48

I. CALL TO ORDER / ROLL CALL

The meeting was called to order by Chairman Jeff Jeffery at 8:15 am.

Members Present: Michael Simonsen, Karen McElliott, Si Coleman,
Joe Martinez, Les Williamson, Jeff Jeffery.

Excused: Regina Petty, Harold Lewis.

Staff Present: Stadium Manager Erik Stover; Marketing Manager Mike
McSweeney; Stadium Operations & Turf Manager Steve Wightman;
Secretary Kathy Stevens.

Others Present: Shannon Thomas Deputy City Attorney; Lisa Gonzalez
Council Rep.; Deborah Sandy SDSU; Josh Pell Centerplate; Bruce
Binkowski Holiday Bowl; Glenn Irvine OMBAC; Brent Schrotboer
San Diego Union Tribune.

II. APPROVAL OF MINUTES OF October 12, 2006

Approved. Unanimous

III. PUBLIC COMMENT

No Comments

IV. COMMUNICATIONS

No Communications

V. CHAIRPERSON REPORT

No Report

VI. BUSINESS PARTNER REPORTS

A. CHARGERS

No Report

- B. AZTECS
Deborah Sandy mentioned that Homecoming went well.
- C. HOLIDAY BOWL & POINSETTIA BOWL
Bruce Binkowski reported on some possibilities of teams that will be playing in the bowl games.
- D. OMBAC
No Report
- E. ACE PARKING
No Report
- F. CENTERPLATE
Josh Pell reported that they are getting ready for a big December.

VII. STAFF REPORT

- A. Stadium Manager
Erik Stover reported that the TV project is done. Last year, Jim Steeg of the Chargers had some concerns regarding the quality of the TV's in the facility. Since the completion of the project, only 2 out of 738 TV's in the last month had issues. Erik said that they would be moving on to the sound system to resolve any issues it may have.

Erik stated that the parking issue has been addressed and that they have come up with some ideas such as stripping the pavement, training Ace parking employees, and changing some gates around to ease the traffic from congestion at the main gate.

Joe Martinez mentioned the lack of signage for the entrances to the Stadium. Mike McSweeney commented that the Stadium signage is an old system and they are in the process of updating it.

Michael Simpson inquired about the San Diego Auto Connection Contract. Erik responded that it would be going to Council next Monday.
- B. Marketing Director
Mike McSweeney asked Michael Simonsen to assist him in the preparation of the RFP for the RV Contract. Michael accepted.
Mike also mentioned a Circus in March of 2007 in the parking lot.
- C. Deputy City Attorney
No Report
- D. District 6
Lisa Gonzalez reported the San Diego Auto Connection contract will be going to Council on Monday.

VIII. NEW BUSINESS

Not-For-Profit rental rates

Karen McElliott reported that a letter from a non-profit organization was sent to the Council members regarding Stadium fees for holding a non-profit event at the Stadium. In the past, there was not a fee or if there was, it was minimal. Erik had spoken with the vendor and explained that there are costs incurred when there is a non-profit event, such as janitorial, permits and time involved planning it, and that the minimal fees was to cover this cost only.

Chair Jeff Jeffery made a Motion to review the current rate card. Seconded and approved. Michael Simonsen and Karen McElliott will review it.

IX. OLD BUSINESS

Letter to Chargers (Attendance at Stadium Advisory Board Meeting)

Michael Simonsen handed out to the board members, a draft letter addressed to the Chargers. Jeff responded that he is in favor of the letter.

Erik mentioned that the staff does have a weekly event meeting with the Chargers and that he is on the phone with Jim Steeg and Sean O'Conner a dozen times a week.

Jeff stated a letter should go to Ace Parking as well. Jeff will write the letter and E-mail it the board.

X. COMMENTS BY BOARD MEMBERS

No Comments

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:00 am.

The next Regular meeting will be Thursday, December 14 at 8:15 am.